



Victoria Hospital
FOUNDATION
HEALTHIER FUTURES

Robert Reimer is an experienced business leader with a strong background in technology, risk, controls, and operational effectiveness. Rob is a retired PwC Winnipeg Partner with over 35 years of experience working with organizations across Canada in both the private and public sectors. He combines his professional training as a Chartered Professional Accountant with his expertise in business, governance, risk, operations, process, controls, and systems to help organizations in diverse industries solve issues and be more successful.

In his current role as Chief Financial and Technology Officer at The Petals Group, Rob uses his extensive experience and insights to support the organization's growth and long-term success. His role includes leadership in strategy, budgeting, accounting and finance, technology and systems, human resources, health and safety, as well as production and operational efficiencies.

In addition to serving on Victoria Hospital Foundation and Victoria Lifeline's Board of Directors, Rob has also volunteered his time and expertise as a past Chairman of YFC Youth Unlimited Winnipeg, a past board member of United Way Winnipeg, and most recently as a member of the Coaching Business Strategy Team for the JDC West Business Case Competition.

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